

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG21/12 11.45  
 \*\*\* CHANGES \*\*\* \*\* WFLA-TV \*\*\*

REP HEADLINE# 6287500 TRF# E:120820  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$  
 ADV # ADV. NAME POLI/M ROMNEY/R/PRE/US REP. # OFF. # SALESMAN #  
 AGY # AGY. NAME AMERICAN RAMELER PRODUCTIONS BUYER NAME STEPHANIE KINCAID  
 138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)  
 BEVERLY, MA 01915  
 ORDER # CONTRACT # 6287500 CLASS: NATL. LOCAL REGIONAL  
 PRDCT ROMNEY FOR PRESIDENT EST#40 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES AUG22/12 AUG28/12 WK-1  
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG21/12 11.45

REP: MAKEGOOD  
 SPOT CANCELED ON LN 22  
 LN'S 24-27 ADDED AS MG'S  
 TTL SAME \$92,175  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ROMNEY FOR PRESIDENT

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE       | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------------|------------|----------|---------|-----------|------|-----------|
| 22    | S   |    | 700P-900P   | 30   |     | \$5,300.00 | 8/26       | 8/26     | 0       |           | SUN  | 0         |
| 24    | A   |    | 800P-900P   | 30   |     | \$4,000.00 | 8/22       | 8/22     | 1       |           | WED  | 1         |

AGENCY ADVERTISER CODE =  
 AGENCY PRODUCT CODE =  
 AGENCY EST# = 40  
 PROGRAM : DATELINE  
 CON COM1: DATELINE  
 PROGRAM : AGT  
 CON COM1: AGT

| LINE#                 | RFP | CD | TIME PERIOD | LGTH   | SEC | RATE       | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-----------------------|-----|----|-------------|--------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 25                    | A   |    | 1000P-1100P | 30     |     | \$5,500.00 | 8/22       | 8/22     | 1        |           | WED  | 1         |
| PROGRAM : L&O SVU     |     |    |             |        |     |            |            |          |          |           |      |           |
| CON COM1: L&O SVU     |     |    |             |        |     |            |            |          |          |           |      |           |
| 26                    | A   |    | 600A-700A   | 30     |     | \$850.00   | 8/22       | 8/24     | 1        |           | W-F  | 1         |
| PROGRAM : 6A NEWS     |     |    |             |        |     |            |            |          |          |           |      |           |
| CON COM1: 6A NEWS     |     |    |             |        |     |            |            |          |          |           |      |           |
| 27                    | A   |    | 200P-300P   | 30     |     | \$250.00   | 8/22       | 8/24     | 1        |           | W-F  | 1         |
| PROGRAM : RACHAEL RAY |     |    |             |        |     |            |            |          |          |           |      |           |
| CON COM1: RACHAEL RAY |     |    |             |        |     |            |            |          |          |           |      |           |
| AUG/12                |     |    | 92175.00    | SEP/12 |     | \$ .00     |            |          |          |           |      |           |
| CONTRACT TOTAL        |     |    |             |        |     |            |            |          |          |           |      | 92175.00  |
| TOTAL SPOTS           |     |    |             |        |     |            |            |          |          |           |      | 69        |

MARKET TOTALS \$425,925 WFLA 22% WFTS 22% WTSP 13% WTVT 34% WTOG 1% WTTA 1% WMOR 3%  
 SHARES ACCURATE WMOX 0% WXPX 0% WWSB 4% CABL 0%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 745 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

|                                       |                                  |                                  |
|---------------------------------------|----------------------------------|----------------------------------|
| Client: Mitt Romney/ R/ President/ US | Submission Cost: 92175           | Campaign Ref: E:120820063        |
| Buyer: ..                             | Client/Product/Estimate: . / /40 | Sales Rep: HRP Washington, DC    |
| Schedule Dates: 08/20/12 to 08/28/12  | Weeks: 2                         | Order Ref: 06287500              |
| Est./PO Number: 06287500              | Contract type: Political         | Business Type: POLITICAL         |
| Associated Copies: No                 |                                  | Business Category: Transactional |

|                               |                     |                                      |
|-------------------------------|---------------------|--------------------------------------|
| Product: Romney For President | Booking Group: WFLA | Key Market: Tampa-St. Petersburg, FL |
| Demographic: (L) Household    | Order:              |                                      |

| Ref                                   | Sales Product Details               | Rev Type | Rate | Spot Type   | 08/20        | 08/27 | Total | Cost  |
|---------------------------------------|-------------------------------------|----------|------|-------------|--------------|-------|-------|-------|
| 1                                     | M-F 6a News<br>..WTF..              | 03       | 850  | 30<br>Comme | Nbr of Spots | 3     | 3     | 2550  |
| 2                                     | M-F 7a Today Show<br>..WTF..        | 02       | 1400 | 30<br>Comme | Nbr of Spots | 6     | 6     | 8400  |
| 3                                     | M-F 9a Today Show II<br>..WTF..     | 03       | 650  | 30<br>Comme | Nbr of Spots | 6     | 6     | 3900  |
| 4                                     | M-F 12p Today Show III<br>..WTF..   | 02       | 275  | 30<br>Comme | Nbr of Spots | 3     | 3     | 825   |
| 5                                     | M-F 1p Days Of Our Lives<br>..WTF.. | 03       | 425  | 30<br>Comme | Nbr of Spots | 3     | 3     | 1275  |
| 6                                     | M-F 4p Dr Oz<br>..WTF..             | 03       | 650  | 30<br>Comme | Nbr of Spots | 3     | 3     | 1950  |
| 7                                     | M-F 5p News<br>..WTF..              | 04       | 850  | 30<br>Comme | Nbr of Spots | 6     | 6     | 5100  |
| 8                                     | M-F 530p News<br>..WTF..            | 04       | 850  | 30<br>Comme | Nbr of Spots | 6     | 6     | 5100  |
| 9                                     | M-F 6p News                         | 02       | 2000 | 30<br>Comme | Nbr of Spots | 6     | 6     | 12000 |
| Weekly Totals: Total Spots(Ord Spots) |                                     |          |      |             | 69           | 69    |       |       |

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Tampa, FL 33601

PHONE (813) 228-8888

Original

|                    |                               |                          |           |                    |                    |
|--------------------|-------------------------------|--------------------------|-----------|--------------------|--------------------|
| Client:            | Mitt Romney/ R/ President/ US | Submission Cost:         | 92175     | Campaign Ref:      | E:120820063        |
| Buyer:             | US                            | Client/Product/Estimate: | .1 / 40   | Sales Rep:         | HRP Washington, DC |
| Schedule Dates:    | 08/20/12 to 08/28/12          | Weeks:                   | 2         | Order Ref:         | 06287500           |
| Est./PO Number:    | 06287500                      | Contract type:           | Political | Business Type:     | POLITICAL          |
| Associated Copies: | No                            |                          |           | Business Category: | Transactional      |

| Ref                                   | Sales Product Details                             | Rev Type | Rate | Spot Type   | 08/20        | 08/27 | Total | Cost  |
|---------------------------------------|---|----------|------|-------------|--------------|-------|-------|-------|
| 10                                    | M-F 7p News<br>..WTF..                            | 01       | 2000 | 30<br>Comme | Nbr of Spots | 6     | 6     | 12000 |
| 11                                    | M-Su 11p News<br>..WTF..                          | 02       | 1800 | 30<br>Comme | Nbr of Spots | 3     | 3     | 5400  |
| 12                                    | M-F 1135p ET / 1035p CT Tonight Show<br>..WTF..   | 03       | 800  | 30<br>Comme | Nbr of Spots | 3     | 3     | 2400  |
| 13                                    | Fri 10p ET / 9p CT Dateline NBC Friday<br>....F.. | 02       | 6500 | 30<br>Comme | Nbr of Spots | 1     | 1     | 6500  |
| 14                                    | Sat 6p News<br>.....S.                            | 03       | 800  | 30<br>Comme | Nbr of Spots | 1     | 1     | 800   |
| 15                                    | Sat 630p ET / 530p CT NBC Nightly News<br>.....S. | 01       | 3000 | 30<br>Comme | Nbr of Spots | 1     | 1     | 3000  |
| 16                                    | Sat 7p Entertainment Tonight<br>.....S.           | 02       | 1000 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1000  |
| 17                                    | M-Su 11p News<br>.....S.                          | 02       | 1800 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1800  |
| 18                                    | Sun 8a Today Show<br>.....S                       | 02       | 700  | 30<br>Comme | Nbr of Spots | 1     | 1     | 700   |
| 19                                    | Sun 9a News                                       | 02       | 475  | 30<br>Comme | Nbr of Spots | 1     | 1     | 475   |
| Weekly Totals: Total Spots(Ord Spots) |   |          |      |             | 69           |       | 69    |       |

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Original

|                                       |                                 |                                  |
|---------------------------------------|---------------------------------|----------------------------------|
| Client: Mitt Romney/ R/ President/ US | Submission Cost: 92175          | Campaign Ref: E:120820063        |
| Buyer: US                             | Client/Product/Estimate: / / 40 | Sales Rep: HRP Washington, DC    |
| Schedule Dates: 08/20/12 to 08/28/12  | Weeks: 2                        | Order Ref: 06287500              |
| Est./PO Number: 06287500              | Contract type: Political        | Business Type: POLITICAL         |
| Associated Copies: No                 |                                 | Business Category: Transactional |

| Ref                   | Sales Product Details                            | Rev Type | Rate | Spot Type   | 08/20                         | 08/27 | Total | Cost |
|-----------------------|--|----------|------|-------------|-------------------------------|-------|-------|------|
| 20                    | Sun 10a Meet The Press<br>.....S                 | 01       | 2800 | 30<br>Comme | 1                             |       | 1     | 2800 |
| 21                    | Sun 6p News<br>.....S                            | 02       | 900  | 30<br>Comme | 2                             |       | 2     | 1800 |
| 22                    | M-Su 11p News<br>.....S                          | 02       | 1800 | 30<br>Comme | 1                             |       | 1     | 1800 |
| 23                    | Wed 8p ET / 7p CT Americas Got Talent<br>..W.... | 02       | 4000 | 30<br>Comme | 1                             |       | 1     | 4000 |
| 24                    | Wed 10p ET / 9p CT Law & Order SVU<br>..W....    | 02       | 5500 | 30<br>Comme | 1                             |       | 1     | 5500 |
| 25                    | M-F 6a News<br>..WTF..                           | 03       | 850  | 30<br>Comme | 1                             |       | 1     | 850  |
| 26                    | M-F 2p Rachael Ray<br>..WTF..                    | 03       | 250  | 30<br>Comme | 1                             |       | 1     | 250  |
| <b>Weekly Totals:</b> |  |          |      |             | <b>Total Spots(Ord Spots)</b> |       | 69    | 69   |

| Grand Totals     |       |                  |   |
|------------------|-------|------------------|---|
| Month 8 Weeks: 4 |       | Month 9 Weeks: 5 |   |
| 08/20            |       | 08/27            |   |
| Spots            | 69    | Spots            | 0 |
| Cost             | 92175 | Cost             | 0 |
| <b>Totals</b>    |       | <b>Totals</b>    |   |

|                      |  |                     |                  |
|----------------------|--|---------------------|------------------|
| <b>Grand Totals:</b> |  | <b>Spots:</b>       | <b>69</b>        |
|                      |  | <b>Gross Total:</b> | <b>92,175.00</b> |
|                      |  | <b>Commission:</b>  | <b>13,826.25</b> |
|                      |  | <b>Net Total:</b>   | <b>78,348.75</b> |

REF HEADLINE# 6287500  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG20/12 11.02  
\*\*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/M ROMNEY/R/PRE/US REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGT. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)  
BEVERLY, MA 01915

ORDER # \_\_\_\_\_ CONTRACT # 6287500 CLASS: NATL. \_\_\_\_\_ LOCAL \_\_\_\_\_ REGIONAL \_\_\_\_\_

PKDCT ROMNEY FOR PRESIDENT EST#40 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG22/12 AUG28/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG20/12 11.02

REP: NEW ORDER  
TTL \$92,175 @67X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ROMNEY FOR PRESIDENT



| LINE#                  | REP | CD | TIME PERIOD | LGTH | SEC | RATE       | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|------------------------|-----|----|-------------|------|-----|------------|------------|----------|---------|-----------|------|-----------|
| 1                      |     |    | 600A-700A   | 30   |     | \$850.00   | 8/22       | 8/24     | 3       |           | W-F  | 3         |
| PROGRAM : TODAY 6AM    |     |    |             |      |     |            |            |          |         |           |      |           |
| CON COM1: TODAY 6AM    |     |    |             |      |     |            |            |          |         |           |      |           |
| 2                      |     |    | 700A-900A   | 30   |     | \$1,400.00 | 8/22       | 8/24     | 6       |           | W-F  | 6         |
| PROGRAM : TODAY SHOW   |     |    |             |      |     |            |            |          |         |           |      |           |
| CON COM1: TODAY SHOW   |     |    |             |      |     |            |            |          |         |           |      |           |
| 3                      |     |    | 900A-1000A  | 30   |     | \$650.00   | 8/22       | 8/24     | 6       |           | W-F  | 6         |
| PROGRAM : TODAY SHOW 2 |     |    |             |      |     |            |            |          |         |           |      |           |
| CON COM1: TODAY SHOW 2 |     |    |             |      |     |            |            |          |         |           |      |           |

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 40

REP HEADLINE# 628/500  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG20/12 11.02  
\*\*\* WFLA-TV \*\*\*

| LINE# | REP | CD | TIME PERIOD   | LGTH | SEC | RATE       | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|---|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 4     |     |    | 1200N-100P<br>PROGRAM : TODAY SHOW 3<br>CON COM1: TODAY SHOW 3          | 30   |     | \$275.00   | 8/22       | 8/24     | 3        |           | W-F  | 3         |
| 5     |     |    | 100P-200P<br>PROGRAM : DAYS OF OUR LIVES<br>CON COM1: DAYS OF OUR LIVES | 30   |     | \$425.00   | 8/22       | 8/24     | 3        |           | W-F  | 3         |
| 6     |     |    | 400P-500P<br>PROGRAM : DR OZ<br>CON COM1: DR OZ                         | 30   |     | \$650.00   | 8/22       | 8/24     | 3        |           | W-F  | 3         |
| 7     |     |    | 500P-530P<br>PROGRAM : 5P NEWS<br>CON COM1: 5P NEWS                     | 30   |     | \$850.00   | 8/22       | 8/24     | 6        |           | W-F  | 6         |
| 8     |     |    | 530P-600P<br>PROGRAM : 530P NEWS<br>CON COM1: 530P NEWS                 | 30   |     | \$850.00   | 8/22       | 8/24     | 6        |           | W-F  | 6         |
| 9     |     |    | 600P-630P<br>PROGRAM : 6P NEWS<br>CON COM1: 6P NEWS                     | 30   |     | \$2,000.00 | 8/22       | 8/24     | 6        |           | W-F  | 6         |
| 10    |     |    | 700P-730P<br>PROGRAM : 7P NEWS<br>CON COM1: 7P NEWS                     | 30   |     | \$2,000.00 | 8/22       | 8/24     | 6        |           | W-F  | 6         |
| 11    |     |    | 1100P-1130P<br>PROGRAM : 11P NEWS<br>CON COM1: 11P NEWS                 | 30   |     | \$1,800.00 | 8/22       | 8/24     | 3        |           | W-F  | 3         |
| 12    |     |    | 1130P-1230A<br>PROGRAM : TONIGHT SHOW<br>CON COM1: TONIGHT SHOW         | 30   |     | \$800.00   | 8/22       | 8/24     | 3        |           | W-F  | 3         |



AUG20/12 11.02  
\*\*\* WFLA-TV \*\*\*

| LINE# | REP | CD | TIME PERIOD   | LGTH | SEC | RATE       | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|---|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 13    |     |    | 1000P-1100P<br>PROGRAM : DATELINE<br>CON COM1: DATELINE                       | 30   |     | \$6,500.00 | 8/24       | 8/24     | 1        |           | FRI  | 1         |
| 14    |     |    | 600P-630P<br>PROGRAM : SAT 6P NEWS<br>CON COM1: SAT 6P NEWS                   | 30   |     | \$800.00   | 8/25       | 8/25     | 1        |           | SAT  | 1         |
| 15    |     |    | 630P-700P<br>PROGRAM : SAT 630P NEWS<br>CON COM1: SAT 630P NEWS               | 30   |     | \$3,000.00 | 8/25       | 8/25     | 1        |           | SAT  | 1         |
| 16    |     |    | 700P-730P <i>SP</i><br>PROGRAM : ENT TONIGHT SAT<br>CON COM1: ENT TONIGHT SAT | 30   |     | \$1,000.00 | 8/25       | 8/25     | 1        |           | SAT  | 1         |
| 17    |     |    | 1100P-1130P<br>PROGRAM : SAT 11P NEWS<br>CON COM1: SAT 11P NEWS               | 30   |     | \$1,800.00 | 8/25       | 8/25     | 1        |           | SAT  | 1         |
| 18    |     |    | 800A-900A<br>PROGRAM : SUN TODAY NBC<br>CON COM1: SUN TODAY NBC               | 30   |     | \$700.00   | 8/26       | 8/26     | 1        |           | SUN  | 1         |
| 19    |     |    | 900A-1000A<br>PROGRAM : SUN 9A NEWS<br>CON COM1: SUN 9A NEWS                  | 30   |     | \$475.00   | 8/26       | 8/26     | 1        |           | SUN  | 1         |
| 20    |     |    | 1000A-1100A<br>PROGRAM : MEET THE PRESS<br>CON COM1: MEET THE PRESS           | 30   |     | \$2,800.00 | 8/26       | 8/26     | 1        |           | SUN  | 1         |
| 21    |     |    | 600P-630P<br>PROGRAM : SUN 6P NEWS<br>CON COM1: SUN 6P NEWS                   | 30   |     | \$900.00   | 8/26       | 8/26     | 2        |           | SUN  | 2         |

REP HEADLINE# 6287500  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG20/12 11.02  
 \*\*\* WFLA-TV \*\*\*

| LINE#                  | REP | CD | TIME PERIOD | LGTH | SEC | RATE       | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS               |
|------------------------|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|------|-------------------------|
| 22                     |     |    | 700P-900P   | 30   |     | \$5,300.00 | 8/26       | 8/26     | 2        |           | SUN  | 2                       |
| PROGRAM : DATELINE     |     |    |             |      |     |            |            |          |          |           |      |                         |
| CON COM1: DATELINE     |     |    |             |      |     |            |            |          |          |           |      |                         |
| 23                     |     |    | 1100P-1130P | 30   |     | \$1,800.00 | 8/26       | 8/26     | 1        |           | SUN  | 1                       |
| PROGRAM : SUN 11P NEWS |     |    |             |      |     |            |            |          |          |           |      |                         |
| CON COM1: SUN 11P NEWS |     |    |             |      |     |            |            |          |          |           |      |                         |
| AUG/12                 |     |    | 92175.00    |      |     | SEP/12     |            |          |          |           |      |                         |
|                        |     |    |             |      |     |            |            |          |          |           |      | \$ .00                  |
|                        |     |    |             |      |     |            |            |          |          |           |      | CONTRACT TOTAL 92175.00 |
|                        |     |    |             |      |     |            |            |          |          |           |      | TOTAL SPOTS 67          |

MARKET TOTALS \$425,925 WFLA 22% WFTS 22% WTSP 13% WTVT 34% WTOG 1% WTTA 1% WMOR 3%  
 SHARES ACCURATE  
 SVC- NSI  
 DEMOS- RA35+\*

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 736 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

|                    |                               |                          |           |                    |                    |
|--------------------|-------------------------------|--------------------------|-----------|--------------------|--------------------|
| Client:            | Mitt Romney/ R/ President/ US | Submission Cost:         | 81575     | Campaign Ref:      | E:120820063        |
| Buyer:             | US                            | Client/Product/Estimate: | . / /40   | Sales Rep:         | HRP Washington, DC |
| Schedule Dates:    | 08/20/12 to 08/28/12          | Weeks:                   | 2         | Order Ref:         | 06287500           |
| Est./PO Number:    | 06287500                      | Contract type:           | Political | Business Type:     | POLITICAL          |
| Associated Copies: | No                            |                          |           | Business Category: | Transactional      |

|              |                      |                |      |             |                          |
|--------------|----------------------|----------------|------|-------------|--------------------------|
| Product:     | Romney For President | Booking Group: | WFLA | Key Market: | Tampa-St. Petersburg, FL |
| Demographic: | (L) Household        | Order:         |      |             |                          |

| Ref                                   | Sales Product Details               | Rev Type | Rate | Spot Type   | 08/20             | 08/27 | Total | Cost  |
|---------------------------------------|-------------------------------------|----------|------|-------------|-------------------|-------|-------|-------|
| 1                                     | M-F 6a News<br>..WTF..              | 03       | 850  | 30<br>Comme | Nbr of Spots<br>3 |       | 3     | 2550  |
| 2                                     | M-F 7a Today Show<br>..WTF..        | 02       | 1400 | 30<br>Comme | Nbr of Spots<br>6 |       | 6     | 8400  |
| 3                                     | M-F 9a Today Show II<br>..WTF..     | 03       | 650  | 30<br>Comme | Nbr of Spots<br>6 |       | 6     | 3900  |
| 4                                     | M-F 12p Today Show III<br>..WTF..   | 02       | 275  | 30<br>Comme | Nbr of Spots<br>3 |       | 3     | 825   |
| 5                                     | M-F 1p Days Of Our Lives<br>..WTF.. | 03       | 425  | 30<br>Comme | Nbr of Spots<br>3 |       | 3     | 1275  |
| 6                                     | M-F 4p Dr Oz<br>..WTF..             | 03       | 650  | 30<br>Comme | Nbr of Spots<br>3 |       | 3     | 1950  |
| 7                                     | M-F 5p News<br>..WTF..              | 04       | 850  | 30<br>Comme | Nbr of Spots<br>6 |       | 6     | 5100  |
| 8                                     | M-F 530p News<br>..WTF..            | 04       | 850  | 30<br>Comme | Nbr of Spots<br>6 |       | 6     | 5100  |
| 9                                     | M-F 6p News                         | 02       | 2000 | 30<br>Comme | Nbr of Spots<br>6 |       | 6     | 12000 |
| Weekly Totals: Total Spots(Ord Spots) |                                     |          |      |             | 65                |       | 65    |       |

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 736 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

|                                       |                                     |                                  |
|---------------------------------------|-------------------------------------|----------------------------------|
| Client: Mitt Romney/ R/ President/ US | Submission Cost: 81575              | Campaign Ref: E:120820063        |
| Buyer: ..                             | Client/Product/Estimate: . / . / 40 | Sales Rep: HRP Washington, DC    |
| Schedule Dates: 08/20/12 to 08/28/12  | Weeks: 2                            | Order Ref: 06287500              |
| Est./PO Number: 06287500              | Contract type: Political            | Business Type: POLITICAL         |
| Associated Copies: No                 |                                     | Business Category: Transactional |

| Ref  | Sales Product Details                             | Rev Type | Rate | Spot Type   | 08/20        | 08/27 | Total | Cost  |
|--|---|----------|------|-------------|--------------|-------|-------|-------|
| 10   | M-F 7p News<br>..WTF..                            | 01       | 2000 | 30<br>Comme | Nbr of Spots | 6     | 6     | 12000 |
| 11   | M-Su 11p News<br>..WTF..                          | 02       | 1800 | 30<br>Comme | Nbr of Spots | 3     | 3     | 5400  |
| 12   | M-F 1135p ET / 1035p CT Tonight Show<br>..WTF..   | 03       | 800  | 30<br>Comme | Nbr of Spots | 3     | 3     | 2400  |
| 13   | Fri 10p ET / 9p CT Dateline NBC Friday<br>...F... | 02       | 6500 | 30<br>Comme | Nbr of Spots | 1     | 1     | 6500  |
| 14   | Sat 6p News<br>.....S.                            | 03       | 800  | 30<br>Comme | Nbr of Spots | 1     | 1     | 800   |
| 15   | Sat 630p ET / 530p CT NBC Nightly News<br>.....S. | 01       | 3000 | 30<br>Comme | Nbr of Spots | 1     | 1     | 3000  |
| 16   | Sat 7p Entertainment Tonight<br>.....S.           | 02       | 1000 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1000  |
| 17   | M-Su 11p News<br>.....S.                          | 02       | 1800 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1800  |
| 18   | Sun 8a Today Show<br>.....S                       | 02       | 700  | 30<br>Comme | Nbr of Spots | 1     | 1     | 700   |
| 19   | Sun 9a News                                       | 02       | 475  | 30          | Nbr of Spots | 1     | 1     | 475   |
| <b>Weekly Totals:</b> Total Spots(Ord Spots) |   |          |      |             | 65           |       | 66    |       |

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Original

|                                       |                                     |                                  |
|---------------------------------------|-------------------------------------|----------------------------------|
| Client: Mitt Romney/ R/ President/ US | Submission Cost: 81575              | Campaign Ref: E:120820063        |
| Buyer: US                             | Client/Product/Estimate: . / . / 40 | Sales Rep: HRP Washington, DC    |
| Schedule Dates: 08/20/12 to 08/28/12  | Weeks: 2                            | Order Ref: 06287500              |
| Est./PO Number: 06287500              | Contract type: Political            | Business Type: POLITICAL         |
| Associated Copies: No                 |                                     | Business Category: Transactional |

| Ref                                   | Sales Product Details            | Rev Type | Rate | Spot Type   | 08/20        | 08/27 | Total | Cost |
|---------------------------------------|----------------------------------|----------|------|-------------|--------------|-------|-------|------|
| 20                                    | Sun 10a Meet The Press<br>.....S | 01       | 2800 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2800 |
| 21                                    | Sun 6p News<br>.....S            | 02       | 900  | 30<br>Comme | Nbr of Spots | 2     | 2     | 1800 |
| 22                                    | M-Su 11p News<br>.....S          | 02       | 1800 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1800 |
| Weekly Totals: Total Spots(Ord Spots) |                                  |          |      |             | 65           |       | 65    |      |

| Grand Totals |  |  |  | Month 8 Weeks: 4 |  | Month 9 Weeks: 5 |  |
|--------------|--|--|--|------------------|--|------------------|--|
|              |  |  |  | 08/20            |  | 08/27            |  |
| Spots        |  |  |  | 65               |  | 65               |  |
| Cost         |  |  |  | 81575            |  | 81575            |  |

|               |  |              |           |
|---------------|--|--------------|-----------|
| Grand Totals: |  | Spots:       | 65        |
|               |  | Gross Total: | 81,575.00 |
|               |  | Commission:  | 12,236.25 |
|               |  | Net Total:   | 69,338.75 |